Red Pony
communications group

Online user manual

Client

SitePoint Solutions

Project brief

Develop an online user manual explaining the process of registering an Australian geographic domain name.

Description

When SitePoint were approached to develop an online community domain name registration system, they turned to Red Pony to provide the accompanying user manual.

SitePoint's client, auCD, provides the ability for local communities to register their geographic location as a domain name to create their own community website.

auCD were impressed by Red Pony's experience in the community engagement sector and our understanding of their target audience.

The online user manual takes community groups through the entire domain name registration process – from establishing availability and registering interest, through to forming a non-profit entity and then developing a website and accompanying business plan.

"The experience Red Pony brought to the table was invaluable…"
Julian Carroll, Web Development Manager, SitePoint Solutions

More information

www.aucd.org.au/howto

www.redpony.com.au